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Lawn&Garden Marketing™

An Intertec publication

Cover story: Promoting the L&G message

Spring hype • Annual Gardening Survey

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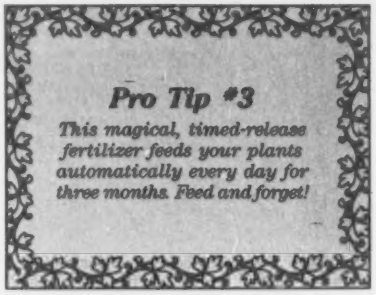
VOL. 28, NO. 2

Lawn&Garden Marketing™

The merchandising magazine for lawn, garden and leisure living products.

Worth a Look, 24

April campaigns, 31


Pro Tip #3
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Promoting the L&G message

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Cover illustration by 9-year-old Gary Aye of St. Louis, winner of the 1988 National Garden Week poster contest. Cover photography of frame illustration by Kevin Anderson. "From the Editor" photo by Kevin Anderson.

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Did you know?

Lawns are estimated to occupy an area between 25 million to 30 million acres in the United States—the size of five New England states—and as the population increases so will the amount of lawn acreage.

Source: The Lawn Institute.

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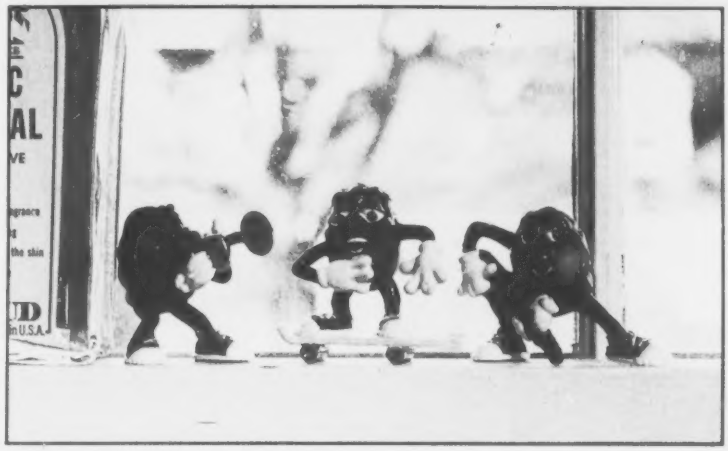
From the Editor



Certainly, some of the most creative institutional advertising to date has been generated by the food product industry. Dairy and beef councils have told us that milk "does the body good" and that beef is "real food for real people." Both campaigns are aimed at boosting sales and building positive images for their products.

In a similar image-building campaign, animated raisins danced their way across our TV screens and into our homes in an effort to build recognition for—and ultimately to inspire consumption of—raisins. This imaginative campaign, led by the agency Foote, Cone & Belding for the California Raisin Advisory Board, experienced resounding success and changed the way America looks at raisins.

Not only did the campaign succeed in boosting raisin sales, it created a merchandising phenomenon with the aid of the Dancing Raisin characters. Sales of the merchandise reached $500 million in 1988—twice that of the raisin market itself!

In a similar attempt at image-marketing, representatives of this industry are campaigning nationally for lawn and garden recognition. Through the efforts of The Garden Council and monetary contributions from nursery growers, retailers, manufacturers and distributors, the campaign is getting a boost. America is being reminded to think lawn and garden. (See "Promoting the L&G Message," page 31.)

I realize that these early efforts are dwarfed in comparison to those by the dairy, beef and raisin industries. But, admittedly, we have a rather complex task before us; we are not marketing one product—like raisins—but a variety of products—like tools, seed, live plant material and lawn care equipment. Therefore, support is fragmented.

But the success of any business—whether it is manufacturing or retailing—depends much on a company's ability to properly package, merchandise and promote its image, as well as its products. You'll find examples of this kind of marketing in this issue. On pages designated as "Sell-through," some advertisers have taken the opportunity to outline their 1989 promotional strategies for you. These pages exemplify how manufacturers must use a variety of promotional campaigns to increase consumer awareness for their products and to achieve sales goals.

The same principles for success can be applied to an industry as a whole. The lawn and garden industry must properly package, merchandise and promote its image, as well as its products, if it is to realize future growth. A unified, industry-wide effort like that now in place is essential to this growth. Increasing consumer awareness of L&G activities is the first step to increasing sales.

If America can be sold on raisins, it can be sold on the beauty of nature. I'm sure of it....I've heard it through the grapevine.

Susan L. Anderson

Lawn&Garden Marketing

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Participation level; sales off

About the same percentage and number of U.S. households participated in lawn and garden activities in 1988 as in the past two years, while retail sales declined about 10 percent from 1987 to 1988.

By Bruce Butterfield, *National Gardening Assn.*

Overall, 76 percent of the 91.1 million households in America, or an estimated 69 million households, participated in one or more types of indoor or outdoor lawn and garden activities in 1988 compared to 78 percent or 70 million households in 1987 and 78 percent or 69 million households in 1986. From 1987 to 1988, the total U.S. household population increased by 1.6 million households. These are the results of the *1988-89 National Gardening Survey* conducted for the National Gardening Assn. by the Gallup Organization Inc.

Lawn and garden retail sales in 1988 were an estimated $15.5 billion compared to $17.5 billion in 1987 and $14.2 billion in 1986. These and other results of the National Gardening Survey are based on the findings of 2,500 at-home personal interviews conducted during October and November 1988. This sample has a margin of error of plus or minus three percentage points.

Of the 15 individual categories of DIY lawn and garden activities measured in 1988 and 1987, only one category—raising transplants—saw a statistically significant decline in participation. Participation rates for lawn care, flower bulbs, tree care, landscaping, fruit trees, container gardening, growing berries, ornamental gardening and herb gardening were the same from 1987 to 1988. In fact, 1988 was the third consecutive year that participation in nearly all lawn and garden activities has stayed at about the same level.

No significant change occurred from 1987 to 1988 in lawn and garden participation by region of the country or with various demographic groups of lawn and garden consumers. Above-average participation in lawn and garden activities in 1988 was seen in the Midwest and West and with households 30 years of age and older, college-educated households, professionals and retirees, with married households and higher-income households. These same groups of people also have shown higher than average lawn and garden participation rates in previous years.

It's clear from these results that about the same number of lawn and garden customers existed in 1988 as in 1987, however they didn't spend quite as much money in 1988 as they did the year before. U.S. households spent an average of $227 on their lawns and

U.S. household participation in lawn and garden activities

Activity	1984 %	1985 %	1986 %	1987 %	1988 %	Point Change	(Millions of households) 1988	1987	Change
Lawn care	63	64	58	59	58	–1	53	53	0
Flower gardening	47	41	44	43	42	–1	38	39	–1
Indoor houseplants	46	42	41	41	41	0	37	37	0
Vegetable gardening	40	37	38	33	34	+1	31	29	+2
Shrub care	36	30	31	33	34	+1	31	29	+2
Insect control	38	27	33	30	32	+2	29	27	+2
Flower bulbs	27	19	24	27	24	–3	22	24	–2
Tree care	26	20	24	25	23	–2	21	22	–1
Landscaping	25	23	22	24	22	–2	20	21	–1
Fruit trees	18	17	17	18	16	–2	15	18	–1
Raising transplants	17	11	13	15	11	–4	10	13	–3
Growing berries	11	7	8	9	8	–1	7	8	–1
Ornamental gardening	9	7	6	8	6	–2	6	7	–1
Container gardening	na	na	12	12	11	–1	10	11	–1
Herb gardening	na	na	6	7	5	–2	5	6	–1
TOTAL*	83	84	78	78	76	–2	69	70	–1

*Total is the % of U.S. households that participated in at least one type of indoor/outdoor lawn and garden activity each year.

Source: National Gardening Assn./Gallup Organization

Photo by Rosalind Creasy

gardens in 1988 compared to $251 in 1987, a decrease of about 10 percent or $24 per household overall. A decrease in spending during 1988 greater than this overall average of 10 percent was seen among men, 18 to 29 year olds, high school-educated households, professionals and business people, in the East and West, and also among singles and married households with children, in the suburbs and with households earning incomes of $40,000 and more. Ironically, the biggest decreases in spending in 1988 were seen among many of the same categories of people that had shown the biggest increases in spending during 1987.

In terms of total 1988 retail sales by lawn and garden market segment, the only categories with an increase in sales in 1988 were fruit trees, shrub care and herb gardening. All other lawn and garden categories saw a decrease in sales from 1987 to 1988.

Highlights of the trends during 1988 for each lawn and garden activity are:

- **Lawn care:** Fifty-three million households (58 percent) participated in DIY lawn care in 1988, the same number as in 1987. Retail sales for lawn care products and equipment declined 2 percent from 1987, from $5.4 billion to $5.3 billion.
- **Landscaping:** Twenty-two percent of households (20 million) did landscaping in 1988, about the same number as in 1987. Consumers spent an average of $155 for landscaping in 1988 compared to $183 in 1987. Retail sales totaled $2.4 billion, down from $2.9 billion in 1987.
- **Flower gardening:** An estimated 39 million households had flower gardens in 1987 and 38 million in 1988. Retail sales for flower gardening totaled $1.8 billion in 1987 and $1.7 billion in 1988, a decline of 6 percent.
- **Vegetable gardening:** Thirty-one million households grew vegetables in 1988, compared to 29 million in 1987. Retail sales for vegetable gardening totaled $982 million in 1988 compared to $1.3 billion in 1987, a decline of 22 percent. The typical home vegetable

continued...

Average $ spent per household

Activity	1986	1987	1988	$ Change
Lawn care	$ 92	$113	$112	– 1
Landscaping	145	183	155	– 28
Flower gardening	41	49	47	– 2
Vegetable gardening	41	45	33	– 12
Tree care	61	89	81	– 8
Indoor houseplants	27	36	27	– 9
Shrub care	40	46	43	– 3
Insect control	36	39	33	– 6
Flower bulbs	26	25	24	– 1
Fruit trees	38	29	42	+ 13
Raising transplants	18	30	20	– 10
Ornamental gardening	76	91	43	– 48
Growing berries	15	22	19	– 3
Container gardening	34	33	29	– 4
Herb gardening	10	10	14	+ 4
TOTAL	$196	$251	$227	– 24

Source: National Gardening Assn./Gallup Organization

Gallup...continued

garden was 200 sq. ft. in 1988 compared to 300 sq. ft. in 1987.

- **Tree care:** One out of four households (21 million) was involved in tree care in 1988, about the same as in 1987. Retail sales declined by 9 percent from $1.3 billion in 1987 to $1.1 billion in 1988.
- **Indoor houseplants:** The number of households with indoor houseplants stayed at 37 million in 1988, the same number as in 1987. Retail sales for houseplants and supplies declined by 26 percent from $1.1 billion in 1987 to $819 million in 1988.
- **Insect control:** Twenty-nine million households controlled insects outdoors around their property in 1988 compared to 27 million households in 1987. The average amount spent on insect control in 1988 was $33 compared to $39 in 1987. Total retail sales for insect control declined by 10 percent from $979 million in 1987 to $880 million in 1988.
- **Shrub care:** Two million more households were involved in shrub care in 1988 (31 million) than in 1987 (29 million). Total retail sales for shrub care increased by 2 percent in 1988 over 1987 to $853 million.
- **Ornamental gardening:** Six percent of households participated in ornamental gardening in 1988 compared to 8 percent in 1987. Total retail sales for ornamental gardening decreased significantly from $471 million in 1987 to $191 million in 1988.
- **Flower bulbs:** Twenty-four million households had flower bulbs in 1987 and 22 million in 1988. Total retail sales for flower bulbs in 1988 were $396 million compared to $456 million in 1987, a decline of 13 percent.
- **Container gardening:** Eleven percent or 10 million households participated in container gardening in 1988, about the same level of participation seen in 1987. The average amount spent per household on container gardening in 1988 was $29 compared to $33 in 1987. Total retail sales declined by 23 percent from $305 million to $235 million.
- **Fruit trees:** Sixteen million households had fruit trees in 1987; 15 million had fruit trees in 1988. The average amount spent on fruit trees and related products in 1988 was $42 compared to $29 in 1987. Total retail sales increased from $292 million in 1987 to $416 million in 1988—an increase of 42 percent.
- **Raising transplants:** The number of households raising their own transplants declined by 3 million households from 13 million in 1987 to 10 million in 1988. Retail sales for products related to raising transplants went from $249 million in 1987 to $122 million in 1988.
- **Growing berries:** Seven million households grew berries in 1988, the same number as in 1987. The average amount spent by households growing berries in 1988 was $19 compared to $22 in 1987. Total retail sales in 1988 were $57 million and $95 million in 1987.
- **Herb gardening:** Total retail sales for herb gardening increased from $46 million in 1987 to $50 million in 1988. Five million households participated in herb gardening in 1988 compared to 6 million in 1987.

Retail sales in 1988

Activity	1986 $ Mil.	1987 $ Mil.	1988 $ Mil.	% Change
Lawn care	$ 4,317	$ 5,449	$ 5,342	– 2
Landscaping	2,176	2,921	2,356	–19
Flower gardening	1,519	1,777	1,679	– 6
Vegetable gardening	1,363	1,253	962	–22
Tree care	845	1,253	1,140	– 9
Indoor houseplants	826	1,105	819	–26
Shrub care	659	840	853	+ 2
Insect control	992	979	880	–10
Flower bulbs	431	456	396	–13
Fruit trees	382	292	416	+42
Raising transplants	131	249	122	–51
Ornamental gardening	166	471	191	–59
Growing berries	50	95	57	–40
Container gardening	310	305	235	–23
Herb gardening	39	46	50	+ 9
TOTAL	$14,206	$17,491	$15,518	–11

Source: National Gardening Assn./Gallup Organization

Why were lawn and garden retail sales down in 1988? Certainly, the widespread drought of 1988, which was the fourth worst drought on record, depressed lawn and garden retail sales in many regions of the country.

In addition to the drought, many parts of the country also experienced one of the hottest summers on record. According to the U.S. Weather Service, summer temperatures in 1988 for the contiguous United States were the third warmest since 1931 and the highest average summer temperatures seen in 50 years.

Aside from weather-related problems in 1988, other factors may have hurt lawn and garden retail sales in 1988—factors that will continue to challenge the lawn and garden industry in the future. These include the fact that the number of households participating in lawn and garden activities has been level, rather than increasing, for the last three years. Also, smaller gardens are becoming more popular, and, finally, lawn and garden activities are in direct competition with many other types of leisure activities for available time and discretionary spending.

As mentioned earlier in this article, the biggest decreases in lawn and garden spending in 1988 were seen with the same kinds of people who had shown the biggest increases in spending in 1987. This suggests that many lawn and garden consumers purchased products in 1987 that they did not need to replace or purchase again in 1988, such as power equipment or landscape plant material.

It also suggests that lawn and garden businesses, like other retailers, need to continually create demand that motivates consumer interest and purchase of lawn and garden products. Quite simply, retailers need to sell gardening each and every year. **—LGM**

Bruce Butterfield is the director of research for the National Gardening Assn. Each year, NGA publishes the *National Gardening Survey* based on research conducted by the Gallup Organization. The survey looks at U.S. household participation in lawn and garden activities, how much consumers spend, products purchased and other related subjects of interest. Complete survey results are published in a comprehensive 300-page report.

NGA is a member-supported, non-profit organization with headquarters in Burlington, Vt. Its 200,000 members receive the organization's monthly magazine, *National Gardening*, which, in addition to providing gardening information, permits members to exchange ideas and inquiries through its pages. The organization also offers members a Gardening Answer Service and Members Seed Testing Research, managed by staff horticulturists.

In addition, NGA is publisher of *Ruth Page's Gardening Journal*, a collection of programs from NGA's public radio program, which is broadcast nationwide; *Gardener's Questions Answered*, expert advice and practical solutions to gardening problems; and the 12-volume "Yardening" series of videocassettes. NGA is developing "Grow Lab" elementary science education programs using gardening as a hands-on learning tool.

For more information, contact NGA at 180 Flynn Ave., Burlington, VT 05401, (802) 863-1308.

Feedback

By Gina Kellogg Hogan, *associate editor*

If the response to *Lawn & Garden Marketing's* October survey on National Garden Month is any indication, the promotion should be a success this April.

More than 60 percent of the 115 respondents had heard of the promotion. Of those, 28 percent said they had promoted it last year and sponsored special activities. Most who did not promote it said they forgot or didn't plan far enough in advance.

Twenty-eight percent said that, even though they had not heard of the program until the *LGM* survey, they would participate in the program this year.

Forty-nine percent who had heard of it said they planned to get involved in the program in 1989.

Past and future promotions

Participants last year were encouraged by the response they received. Charles Costa, owner of Costa's Lawn & Garden Equipment, New Freedom, Pa., said in 1988 his store put up banners and offered hotdogs and Cokes for a quarter to promote National Garden Week, the forerunner of National Garden Month. He increased his business' sales force and put an ad in the local newspaper. "We had a pretty good success," he says. "We sold a lot of stuff, even stuff that we had for five years" and had not been able to sell before.

National Garden Month

Phil Kender, P&G Lawn & Garden Center, Greenfield, Ind., bulk-stacked fertilizer and lawn seeds to attract attention at his store, along with stocking extra annuals, perennials and shrubs. Large advertisements in the county newspapers mentioned National Garden Week, also. "We had some dealer reps come in from Scotts and Homelite/Jacobsen to talk to consumers and give demonstrations," Kender says. Safe use of chainsaws and mowers was shown. The store also displayed the cut-out sideview of a mower.

"This was our first year in business," Kender says. "It went real well. It was one of our strongest months of the year." This April, Kender plans on taking out more ads, buying radio air time, printing fliers and handouts and offering coupon discounts. Consumer deals such as buying a certain amount of fertilizer and getting half-off a spreader will be offered, he says. He plans to use Garden Council merchandising materials also.

At Carson Gardenland, Cleburne, Texas, green department manager Neil Johns will send out between 1,000 and 1,200 newsletters to his customers that will tie in with National Garden Month. Johns also will invite 200 local women to a Rose Tea in April. In the past, he says, this event has doubled his rose sales.

"I'll push lighting, sound and fountains," Johns says. The fountains especially will receive extra attention; the company handcrafts its own product.

Encouraging young customers

At Earl May Nursery and Garden Center, Kansas City, Mo., manager Ken Ramsey will encourage area children to enter his store's coloring contest. Last year's contest inspired 70 entrants, each of whom received the choice of a seed packet or a six-pack of annuals. The four winners in each age group received $25 gift certificates.

The brightly colored entries were displayed all over the store. "It makes the work more exciting," Ramsey says, "especially when you see the children so proud of what they've done." Along with ads for the coloring contest in the local newspapers, employees also wore National Garden Week buttons last year.

Carol A. Perzy, owner of Greenfield Farm, Litchfield, Ohio, is a big supporter of the national event in her community. Last year, Perzy displayed banners and posters, as well as building promotional displays. Store reps promoted the event at a local garden show, and a gardening "hotline" answered consumers' questions.

"We had lots of calls," Perzy says, "with questions on everything, from bulk seeds to vegetable plants. We have a large organic gardening clientele and at least 93 percent of the calls were in reference to vegetable gardening." VCRs throughout the store showed tapes of "The Victory Garden" TV show, and free soil-testing also was offered.

This year, Perzy plans to book garden club speeches during the month-long promotion and focus on drought gardening, including water-grabbing polymers and drip irrigation. **—LGM**

Most popular promotions/activities

Most respondents who said they will participate in National Garden Month this year will display banners or posters in their stores and offer sale prices on featured items.

Promotion or special activity	Percentage
Display banners or posters in store	52%
Offer sale prices on featured items	51
Spotlight it in regularly scheduled newspaper ads	46
Build special displays	34
Spotlight in direct-mail promotions/fliers	24
Hold in-store demonstrations	20
Volunteer professional advice to community groups	18
Hold contests/drawings	17
Spotlight it in regularly scheduled radio ads	14
Run newspaper/radio ads especially for it	13
Haven't formalized special activities yet	24
Haven't formalized promotions yet	19

Source: *Lawn & Garden Marketing* October 1988 survey.

Gina Kellogg Hogan is the associate editor of *Lawn & Garden Marketing*. Each month she calls on retailers of lawn and garden products all across the United States to discuss topics of relevance to their businesses. Retailers also are queried each month through surveys in *Lawn & Garden Marketing*. The results of these surveys are compiled by the *LGM* research department for use in *LGM* and to the industry at large.

Murray Ohio Mfg. Co. opens assembly subsidiary

The Murray Ohio Mfg. Co., Brentwood, Tenn., has established a wholly owned subsidiary, Murray Product Assembly Inc., to work directly with retailers.

The company will provide in-store product and display assembly, as well as warranty and repair work on products that include lawnmowers, patio furniture and barbecue grills.

Cecil Fowlkes, president of the new facility, says the program gives retailers an option. "More manufacturers are shipping in knock-down fashion," says Fowlkes. "People have little free time—both the husband and wife work—or they don't have the skills or patience to assemble the product themselves. They want instant gratification," he says.

The company currently serves 18 states, but Fowlkes says plans to go nationwide are in the works. Fowlkes says most people are familiar with this type of service through bicycle shops, but the idea has just taken off in the lawn and garden industry in the last several years. More people are requesting assembled products, and they aren't backing away from the additional cost, he says.

While most retailers aren't including the service in their advertising yet, they do display signs and use hang tags on the products, says Fowlkes.

Scholarship offered by NESDA

Applications for the $500 Norman Beck/National Equipment-Servicing Dealer's Assn. Educational Scholarship now are being accepted by NESDA.

Applicants must be the son or daughter of a servicing-dealer owner or employee. The dealer must be a member of NESDA both at the time of application and at the time the scholarship is awarded in July. Candidates must be high school graduates or hold the equivalent at the time the award is presented.

Applications must be received by May 1. For more information, contact NESDA, 19116 N. 95th Ave., P.O. Box 2116, Peoria, AZ 85380-2116, (602)566-0997.

Consumer Product Safety Commission chair vacant

Terrence Scanlon, chairman of the Consumer Product Safety Commission, resigned in January. He left to join the staff of the Heritage Foundation, a conservative think tank organization. As vice president and treasurer, he will be responsible for fundraising and financial management of the non-profit research institute. His replacement on the CPSC must be a democrat or independent as mandated by federal regulations. Because the Bush transition team has not given CPSC matters high priority, the chairmanship probably will remain vacant for an indefinite period of time.

Tiller buyers

Gardeners with either very small or very large plots are the most likely to own a tiller.

Garden size in sq. ft.	% owning tillers
Under 500	19%
500-999	9
1,000-1,499	6
1,500-1,999	7
2,000-2,499	7
2,500-2,999	3
3,000-3,499	4
3,500-3,999	3
Over 5,000	42

Source: 1988 OPEI Annual Retail Sales Report.

Briefs

• John A. Haas, president/CEO of Heekin Can Inc., and Terence S. Malone, president/CEO of Johnson Worldwide Associates, have been elected to the board of directors of **Simplicity Mfg. Inc.,** Port Washington, Wis.

• John Devouassoux has been named director of information systems for **Kubota Tractor Corp.,** Compton, Calif. He will be responsible for the development of information systems, computer and communications programs and technical support.

• Six dealers were named winners in the **Briggs & Stratton,** Milwaukee, 1988 In-Store Display Contest: first place, United Power Equipment, Fargo, N.D.; second place was a tie, Hale's Power Equipment Co., Modesto, Calif., and John's Mower Hospital, McMimmville, Ore.; third, Bellingham Chain Saw, Bellingham, Wash.; fourth, Johnson Rent-All Inc., Scottsbluff, Neb.; and fifth, Nelter Inc., Newport, Ky. Each entry was judged on its ability to tie its in-store display to the Olympic theme, demonstrate pride in the Olympic team and explain how Olympic sponsorship was used effectively to generate business.

• Jeffrey Pinnow has been appointed manager, parts and accessory marketing, for **Homelite Division of Textron,** Charlotte, N.C. Lee Sowell has been promoted to marketing manager, lawn and garden products.

•**Walbro Corp.,** Cass City, Mich., has made several staff changes. Thomas Schweigel has been promoted to director of North American operations. John Woody has been promoted to director of engineering for the company's small-engine division. John Traube has been named director of operations for SEM-Walbro, a joint venture of Walbro Corp. and AB Svenska Elektromagneter, Amal, Sweden. John Niebrzydoski has been named director of engineering for Orbital-Walbro Corp., a joint venture of Walbro Corp. and Orbital Engine Co., Perth, Western Australia. David Decker has been promoted to director of the company's small engine division in Europe.

Retail Marketplace

Safer completes third private financing deal

Safer Inc., Newton, Mass., completed an $8 million private equity financing deal in December with a group of investment firms. This is the largest deal of its kind in the company's history.

The money will be used to accelerate development of the company's biotechnology research program, as well as to expand its marketing and distribution efforts in the consumer and agricultural markets in the United States and Canada.

Participating investors include Plant Resources Venture Funds; Aeneas Venture Corp., an affiliate of Harvard University; Merrill Lynch Venture Partners; Chancellor Capital Management; Elf Technologies Inc.; Rockefeller & Co.; Standish, Ayer & Wood; and Sanfoi S.A.

Plant Resources Venture Fund, Aeneas Venture Corp. and Merrill Lynch Venture Partners were involved in a $5 million financing deal with Safer in March 1987. An additional $3.9 million financing was obtained in November 1987 from Plant Resources Venture Funds, Aeneas Venture Corp., Merrill Lynch Venture Partners, Standish, Ayer & Wood, Citicorp Investment Management and Rockefeller & Co.

Adele Rogers, pesticide and fertilizer consultant and *Lawn & Garden Marketing* editorial contributor, projects the additional financing should mean more sales on the retail level.

Rogers says the boost in marketing and advertising of Safer products, as well as the category in general, will raise consumer awareness, therefore increasing sales.

The company also plans to expand its 26-member research team to 50 within the next two years.

Landscape architect magazine redesigned

Landscape Architecture, published by the American Society of Landscape Architects, was redesigned beginning with the December 1988 issue. Its new, non-standard size is 9x12 in., and it is published on high quality paper.

Article topics will range from ecologically based regional planning to residential garden design to corporate landscaping; they will appeal to both the professional and the public. The more cosmopolitan look is expected to help the magazine compete when it begins selling on newsstands this spring.

POP program from All-America Selections

For the first time, All America Selections is offering an integrated POP program that announces the 1989 AAS winners. The program includes plant labels and signs that feature the AAS emblem, an 8-x10-in. sign that explains the significance of the AAS award to customers, and a 5-x5-in. diecut sign of the AAS emblem. The plant labels also have a color picture of the winning bedding plant.

The POP signs can be ordered from The John Henry Co., P.O. Box 17099, Lansing, MI 48901-7099, (517)323-9000.

Where gardeners get project info

Sixty-five percent of the estimated 58 million owner-occupied households who did lawn and garden work in 1987 completed eight or more total home improvements. They got the information needed to complete those projects from a variety of sources.

Information source	Percentage
Friends and family/word of mouth	59%
Magazine articles	48
Newspaper articles	40
Home center advertisements	39
Store-dispensed brochures	38
DIY books	37

Source: *Home Center* magazine.

Briefs

• Montvale, N.J.-based **The d-Con Co.'s** line of insecticides won an award in The Chemical Specialties Mfrs. Assn. biennial Aerosol Package Design Awards. The competition recognizes innovation and design creativity in packaging. Other CSMA news: new officers were elected at the annual meeting in December. Paul Hiznay, Mona Industries Inc., Paterson, N.J., was elected chairman of the board. Albert Pellini, Advanced Monobloc Corp., Pittsburgh, Pa., was chosen first vice chairman. Thomas McKenna, Peterson/Puritan Inc., Danville, Ill., was selected second vice chairman. George C. Dietrich, Diversified CPC International Inc., Westmont, Ill., was re-elected treasurer.

• Several staff changes have taken place at the American Assn. of Nurserymen. David Peiffer has been named director of landscape services and regulatory affairs. Joel Albizo has joined the organization as director of advertising and public relations. Betsey Lyon is the new director of education and publications.

• Joseph Rosenberg has been appointed national sales manager of the consumer division of the **J.T. Eaton and Co.**, Twinsburg, Ohio.

• Ken Brown has joined Tacoma, Wash.-based **NuLife Fertilizers** as a sales rep. He will handle sales in the northwestern section of Washington.

• The Professional Plant Growers Assn. elected new officers in December: president, Phil Bartlett, owner, Ocean View Farm, Nantucket, Mass.; vice president, George Lucht, president, Malmborg's Inc., Brooklyn Center, Minn.; treasurer, Bob Wilhelm, owner, Country Acres Greenhouse, Marysville, Ohio.

• Newton, Mass.-based **Safer Inc.** announced several appointments to its board of directors: Herman Fonteyne, president/CEO, Ensign-Bickford Industries Inc., Simsbury, Conn.; Ray Goldberg, chairman of the agribusiness department and Moffett professor of agriculture and business at the Harvard Graduate School of Business Administration; and Dr. Michel Ronc, president/CEO, Elf Technologies Inc.